

ORDER



Orders
Order / Rev: 713299
Alt Order #: 06313813
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 82
Flight Dates: 09/14/12 - 09/18/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	41	\$39,050.00	\$33,192.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$39,050.00	\$33,192.50	0.00
Totals	41	\$39,050.00	\$33,192.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/18/12	09/18/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-----		1				\$800.00		0.00			
2	WKYC	09/14/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$800.00		0.00			
3	WKYC	09/17/12	09/17/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$800.00		0.00			
4	WKYC	09/14/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$800.00		0.00			
5	WKYC	09/17/12	09/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$400.00		0.00			
6	WKYC	09/14/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$400.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WKYC	09/17/12	09/17/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$200.00		0.00				
8	WKYC	09/14/12	09/14/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--		1			\$200.00		0.00				
9	WKYC	09/14/12	09/14/12	Days of Our Lives Days of Our Lives	CM	1p-2p	----F--	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--		1			\$375.00		0.00				
10	WKYC	09/17/12	09/17/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$375.00		0.00				
11	WKYC	09/17/12	09/17/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$450.00		0.00				
12	WKYC	09/14/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--		1			\$450.00		0.00				
13	WKYC	09/14/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--		1			\$1,800.00		0.00				
14	WKYC	09/17/12	09/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$1,800.00		0.00				
15	WKYC	09/14/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--		1			\$1,800.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		M-F 7-730p		7-730p	----F--	:30		(\$1,800.00)		0.00	NM		
		See MG 15.2													
		[Prgm Change]													
2	NKYC	09/18/12-09/18/12		M-F 7-730p		7-730p	-T-----	:30		\$1,800.00		0.00	NM		
		Ⓜ MG for 15.1 09/14													
16	WKYC	09/17/12	09/17/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$1,800.00		0.00				
17	WKYC	09/17/12	09/17/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$1,800.00		0.00				
18	WKYC	09/14/12	09/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--		1			\$1,800.00		0.00				
19	WKYC	09/14/12	09/14/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--		1			\$800.00		0.00				
20	WKYC	09/17/12	09/17/12		CM	1135p-1237a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00

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Tonight Show															
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$800.00		0.00			
21	WKYC	09/17/12	09/18/12	Early Today	CM	4a-430a	MT-----	:30	4	\$50.00	P-3	0.00	NM	4	\$200.00
Early Today															
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$50.00		0.00			
22	WKYC	09/14/12	09/14/12	Early Today	CM	4a-430a	----F--	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
Early Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					2	\$50.00		0.00			
23	WKYC	09/17/12	09/18/12	M-F 430a-5a	CM	430a-5a	MT-----	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
430a News															
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$100.00		0.00			
24	WKYC	09/14/12	09/14/12	M-F 430a-5a	CM	430a-5a	----F--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
430a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					2	\$100.00		0.00			
25	WKYC	09/17/12	09/17/12	M-F 5-6a	CM	5a-6a	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
Channel 3 News @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$350.00		0.00			
26	WKYC	09/14/12	09/14/12	M-F 5-6a	CM	5a-6a	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
Channel 3 News @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$350.00		0.00			
27	WKYC	09/15/12	09/15/12	SAT TDY	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$800.00		0.00			
28	WKYC	09/15/12	09/15/12	Sat 9-1030a	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
Channel 3 News 9am Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$800.00		0.00			
29	WKYC	09/15/12	09/15/12	Sat 11-1135p	CM	11-1130p	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
LN SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$1,800.00		0.00			
30	WKYC	09/16/12	09/16/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$800.00		0.00			
31	WKYC	09/16/12	09/16/12	Sun 6-630p	CM	6-630p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
Channel 3 News at 6p SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,800.00		0.00			
32	WKYC	09/16/12	09/16/12	NFL Regular Season Fo	CM	NFL Football	-----S	:30	2	\$6,500.00	P-3	0.00	NM	2	\$13,000.00
NFL Football (8:00 PM-11:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					2	\$6,500.00		0.00			
													Totals	41	\$39,050.00